

NOAA Restoration Center Photo & Video Guidance

Photo Guidance

Photos (for brochures, fact sheets, and all other publications) (**PREFERRED**):

- Images *must* be saved at 300 PPI (pixels per inch) or higher resolution
- High numbers of total pixels are best
- Save images as TIFF file
- When sending photos, do not embed them in a Word doc, PDF, or any other file. Send photos directly. If the image file is too large for email, let us know and we will set up an FTP site to transfer them.
- Interchangeable prime lens is recommended for low light situations.

Photos (for web only):

- Images can be less than 300 PPI
- Lower numbers of total pixels (72 PPI) are acceptable
- Save images as JPEG or PNG files
- When sending photos, do not embed them in a Word doc, PDF, or any other file. Send photos directly. If the image file(s) is too large for email, let us know and we will set up an FTP site to transfer them.

Professional Photography:

- Photos should be taken in RAW format
- Photographer should process the images, including White Balance Correction, Color Correction, Exposure Correction, and Sharpening
- Images should be named according to the naming convention you provide (see OHC naming convention guidance)

Photography Needs:

- Before, during, and after shots—show the impact of our work
- People at work—hard hats, heavy equipment, as well as volunteers
- Natural resources and habitat—both degraded and pristine
- NOT NEEDED: podium shots, “pat on the back” shots, awkward/unclear angles

Other Photo Expectations:

- Use digital cameras with *at least* four megapixels
- Use the highest quality settings possible on your camera
- If taking pictures of children, parents *must* sign a waiver allowing us to use the photos
- Approximately 20-30 photos submitted per project, following the guidelines in “Photography Needs” above
- Captions must be provided for all photos. These can be sent in a separate Word document.
- Photos we receive will be used on NOAA websites, publications, etc. and are considered to be in the public domain. If you would like us to credit your photos, please include that information along with the captions.

Video Guidance

- If at all possible, shoot in HD (High Definition).
- Use camera with shoulder mount design (or tripod) to take steady shots.
- All video must be open or closed captioned to be 508 compliant (accessibility standards) to be hosted on a government website. Closed captioning can be embedded or sent as a separate XML file.